

SMARTe's Global Contact Discovery, Tech-install base and Data enrichment has helped our global B2B research and advisory firm to increase ROI through more qualified buyers

Their Top 3 Challenges:

- > **To maintain and enrich accurate** and relevant business contacts based on multiple filtering criteria.
- > **Target look-alike companies** to gain technology insights of competitors along with information of contacts from the security industry.
- > **Specific Targeting** – Information of companies and contacts based on the target profiles.

About SMARTe

SMARTe works as a true agile DaaS partner to provide 'high quality global data' fueled by data science. We use proprietary focused crawling and NLP technologies coupled with decades of domain expertise and of data normalization delivering highly relevant and most accurate prospect data.

For demo or to learn more visit www.smarteinc.com

> **Total Contacts Delivered:**
25000+

> **Solutions:**
Global Contact Discovery
Tech Install-base
SMARTe Sanitizer

> **Countries Covered:**
Europe, APAC, North America, EMEA



SMARTe + SiriusDecisions

A global B2B research and advisory firm empowers the world's leading marketing, product and sales leaders to make better decisions, execute with precision and accelerate growth.

They use SMARTe to create a Global Contact Database, get technology insights of their look-alike companies and maintain the health of their global data.

SMARTe's Solution:

SMARTe's Global Contact Discovery, Tech-install base and Data enrichment has helped our global B2B research and advisory firm to increase the number of qualified buyers in their sales & marketing funnel for improvement in conversion rates resulting in higher ROI.

That is the reason why many global enterprises rely on SMARTe for custom-built, highly accurate data and intelligence, which is not easily available in the universe.

Result

Highly customized and accurate data - Target profiling based on subscriber segment; Contacts across Geography, revenue, functional role.

Relevant decision makers - Complete insight into qualified/educated buyers from competitive and partner user-base.

Identification of potential buyer personas, lead qualification criteria and relevant value proposition.